

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 PM-04 H-01 INR-07 L-03  
NSAE-00 NSC-05 PA-01 PRS-01 SP-02 SS-15 USIA-06  
TRSE-00 EURE-00 SIL-01 LAB-04 /063 W  
-----211412Z 024091 /45

P R 211241Z MAR 77

FM AMEMBASSY LONDON

TO SECSTATE WASHDC PRIORITY 1756

INFO SECDEF

AMEMBASSY BONN

AMEMBASSY BRUSSELS

AMEMBASSY COPENHAGEN

AMEMBASSY DUBLIN

AMEMBASSY THE HAGUE

AMEMBASSY LUXEMBOURG

AMEMBASSY PARIS

AMEMBASSY ROME

USMISSION EC BRUSSELS

USMISSION NATO BRUSSELS

USMISSION OECD PARIS

AMCONSUL EDINBURGH

AMCONSUL BELFAST

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E.O. 11652: N/A

TAGS: PINT, PGOV, UK

SUBJECT: RECENT OPINION POLL DATA SHOWS CONSERVATIVE LEAD

REF: LONDON 4578

1. THE GALLUP MID-MARCH OPINION POLL GAVE THE CONSERVATIVE PARTY A 16 1/2 PERCENT LEAD OVER THE LABOR PARTY IN TERMS OF VOTER PREFERENCE (UNDECIDED RESPONDENTS EXCLUDED). THIS COMPARES WITH A 12 1/2 PERCENT TORY  
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LEAD IN THE FEBRUARY POLL. OVERALL, GALLUP SHOWED: CONSERVATIVE, 49 1/2 PERCENT; LABOR, 33 PERCENT, LIBERALS, 13 PERCENT; AND OTHER PARTIES, 4 1/2 PERCENT. THE GALLUP RESULTS WERE BASED ON A QUOTA SAMPLE OF 985 RESPONDENTS.

2. A MARKET AND OPINION RESEARCH INTERNATIONAL (MORI)

POLL, PUBLISHED MARCH 21 IN THE DAILY EXPRESS' INDICATES THAT CONSERVATIVE LEAD OVER LABOR IS MUCH SMALLER, 7 PERCENT. DETAILS OF THIS POLL WERE AS FOLLOWS: CONSERVATIVE, 47 PERCENT; LABOR, 40 PERCENT; LIBERALS, 10 PERCENT; AND OTHERS, 3 PERCENT. THE MORI POLL WAS A NATION-WIDE SCIENTIFIC RANDOM SAMPLE OF 2,154RESPONDENTS.

3. COMMENT. MORI, WHICH DOES THE PRIVATE POLLING FOR THE LABOR PARTY, HAS HAD THE BEST RECORD OF ANY POLLING ORGANIZATION IN THE PAST SEVERAL GENERAL ELECTIONS. BECAUSE OF ITS BETTER METHODOLOGY AND LARGER SAMPLE, THE MORI RESULTS SHOULD BE MORE RELIABLE THAN THOSE OF THE GALLUP POLL. ACCORDING TO MORI'S DIRECTOR, BOB WORCESTER' A CONSERVATIVE LEAD OF LESS THAN 10 PERCENT DEFINITELY PLACES THE OUTCOME OF A GENERAL ELECTION WITHIN THE RANGE OF A LABOR "CLAW BACK".

SPIERS

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** REPORTS, DATA, PUBLIC OPINION POLLS, POLITICAL PARTIES, POLITICAL SITUATION  
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**Disposition Date:** 22 May 2009  
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**Original Handling Restrictions:** n/a  
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**Subject:** RECENT OPINION POLL DATA SHOWS CONSERVATIVE LEAD  
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**Review Markings:**  
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